

THE LUBBOCK AVALANCHE

Published Every Tuesday and Friday by
THE AVALANCHE PUBLISHING CO.
(Incorporated)

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NOTICE—It is not the intention of the Avalanche to
cast reflection upon the character of anyone, knowingly,
and if through error we should, the management will
appreciate having our attention called to same, and will
gladly correct any erroneous statement made.
Avalanche Publishing Co.

GOOD MORNING

Here it is! The Morning Avalanche. If it is
better than you expected tell us about it, and if it
is not as good, help us to make it better by your
patronage—your financial and moral support. It
takes time to bring everything right up to the
notch, and we are aware that The Morning A-
valanche does not cover a wide scope of news service
as the big State daily papers, but they did not at-
tain their present standard in a day or a year, but
have been building for years. Their town was
no doubt much larger than Lubbock when the first
issue was published, and while the times have great-
ly changed during the past few years, and we will
grow faster than possibly any other paper estab-
lished in the State, we ask that you do not ask too great
things of us to begin with.

Those who have watched the growth of the
Avalanche during the past eighteen years, will
know that we put the very best there is in us into
the making of the paper. We have the utmost
faith in the people of the South Plains. If we had
not, we most surely would not have undertaken
the publication of a daily paper in this city. It is
the general opinion of newspaper men, and their
opinion has been substantiated by past history, that
a daily paper cannot be successfully operated in a
town of less than 10,000 population. However,
there are exceptions, and this is one of them. Lub-
bock is one of the most progressive towns in the
State of Texas. We know our people. We know
that they mean business, and are loyal to their lo-
cal institutions, and business enterprises. We ap-
preciate very much the many congratulations re-
ceived at this office personally, over the phone, by
wire, and through correspondence, some of them
coming from friends at a great distance, and we
would not forget to express our sincere thanks and
appreciation for the many kind things said about
the Morning Avalanche by the editors of the South
Plains and throughout West Texas. We certainly
feel complimented by the feeling of confidence
they seem to have in our ability to put the propo-
sition in good shape. We, however, attribute what
success the Avalanche may have had in the past to
the loyalty of the people of Lubbock and surround-
ing country, and also to the splendid co-operation
the employees of this paper have always given us.
Everyone that works for the Avalanche takes an
interest in the success of the business, they are every
one boosters for the paper, and take a personal
interest in the work that the paper turns out, there-
fore we are not going to take all the credit for the
success of this publication. If the publication of
the Avalanche will speed up the development of
the Great South Plains we will be amply repaid
for the many hard licks and long hours of labor
that we will have to put into it to put it over. We
came to Lubbock a number of years ago, and en-
tered into the work of publishing the weekly paper
with the intention of making Lubbock our home,
and of course, if through our effort we were able to
improve the community, by publishing a paper,
that much better. We are still of the opinion that
this is the very best section of the State for us, and
we believe it is destined to become the most pro-
ductive part of Texas, and hence our willingness to
give the people of this section newspaper service,
even in advance of the general rule.

If the people of the South Plains will give us
their support, there is no question in our minds that
the Morning Avalanche will soon grow to be a pa-
per that will stand in the class with the very best in
the State.

TRYING TO FIND A WAY OUT

The United States is engaged in serious commu-
nication with foreign governments, seeking to avert
a general economic and financial crash for Europe.
Dispatches from Washington hint that a world
economic conference is in prospect in which a
basis will be sought for stabilization and recon-
struction. A first move, it is declared, may be
an agreement to reduce the vast land armaments
that now sap the resources of many peoples by ex-
cessive taxation and by the absence of hundreds of
thousands of able-bodied fighting men from pro-
ductive activity?

This is a laudable program. It bespeaks that
co-operation and international participation to
which we should have committed ourselves many
months ago. If it is inconsistent that an adminis-
tration elected on a platform denouncing "Euro-
pean involvement" should now plan to involve it-
self, so much better for the inconsistency.

The blunt truth is that we are involved in
Europe whether we will be or not. The more we
attempt to keep out of helpful European solutions,
the more deeply we are involved. Had we taken
a man-sized nation's part in the early troubled days
that followed the peace there is every probability
that affairs abroad would not have come to the
sorry pass that we now perceive.

As the congress that President Harding de-
scribes as "so helpful to American welfare" and
one that "has accomplished so impressive a vol-
ume of work" is the same that passed the bonus
bill which he vetoed, he might go on telling us an-
other bedtime story.

To date the country has heard no second to
Harding's motion that it be declared a worthy and
successful congress.

EDUCATION AND THE BALLOT

In the Revolutionary War the American peo-
ple fought and won the struggle for independence
and the principle of self-government. They waged
war for the freedom of the seas in 1812. They
battled for the emancipation of the slaves in 1861.
They shed their blood for the freedom of Cuba
and other Spanish colonies from oppression in
1898. A few years ago they sacrificed thousands
of young lives in order that autocracy might be
crushed and the principle of democracy and self-
government preserved and established throughout
the world.

In every crisis, the American people have proved
that they are willing to lay down their lives if
necessary in order that we may preserve a democ-
ratic government for ourselves and extend its
blessings to those less fortunate than ourselves.
There can therefore be no question as to the sta-
bility and permanency of democracy in this coun-
try against foreign aggression. Would it not be
well, therefore, to inquire whether our Govern-
ment is as safe from internal aggression as it is
from foreign foes?

In their zeal for the democratic form of gov-
ernment the American people have at various times
extended the suffrage to an increasing proportion
of the population. The property limitations of suf-
frage in the early part of the nineteenth century
were removed; no limitations on suffrage may be
made "by reason of race, color, or previous condi-
tion of servitude;" only a few states require an edu-
cational qualification; and finally by constitutional
amendment women are enfranchised on the same
basis as men. In form, therefore, our Govern-
ment has become more and more democratic.

How does such a mass of people actually per-
form the governing function? In two ways, (1)
by a constant expression through the press and
the forum of public opinion and its influence on the
actions and discussions of public officials, and (2)
through the election of officials at certain stated
intervals.

In order that the people may perform this func-
tion effectively it is necessary that it be done in-
telligently. There can be no public opinion and
the ballot box may be worse than useless unless
the American people are acquainted with the prob-
lems of the locality, the State, and the Nation,
which problems, it may be noted, seem always to
increase in complexity. Popular education, there-
fore, is absolutely essential to the success of a dem-
ocratic government. Without it the people lose
their ability to protect themselves and to promote
most effectively the common interests.

Granted, however, the ability of the American
people to govern themselves and to solve their
common economic and social problems, the Amer-
ican democracy and the principles of self-govern-
ment may yet be endangered at any time through
the plain neglect of the people. As in war, so
in peace, there must be eternal vigilance. There-
fore every man and woman should perform his
or her full duty in the peace-time struggle for good
government with the same zeal and devotion that
have so often been exhibited on the field of bat-
tle. No general would expect to win a victory with
an army of camp slackers. It is the plain duty of
every voter to "fall in line" on election day and
through honest, intelligent voting to help the coun-
try solve its problems and win victory for the dem-
ocratic form of government.

THE TARIFF AND GINGHAMS

The American Fair Tariff League, an organi-
zation that believes the tariff should equal the dif-
ference in cost of production at home and abroad,
has contributed some highly interesting informa-
tion to the discussion of the Fordney-McCumber
tariff law. To illustrate how the new tariff law
operates to increase the cost of living it has taken
a large number of articles in common use, includ-
ing household necessities and wearing apparel, upon
which the tariff have been increased.

Apron gingham, the cheapest cloth suitable for
women's and children's dresses and working men's
shirts, were taxed at 15 percent under the old law.
By a system of compounding four separate rates,
the Fordney-McCumber Law make the tariff 31½
percent upon these cheap gingham. There was
no foreign competition in gingham under the old
tariff of 15 percent as none were imported, due
to the fact that we make gingham cheaper than
any other country in the world. Behind the new
tariff wall the New England manufacturers will be
able to raise prices to suit themselves with no fear
of competition. Their monopoly of the domestic
market will be complete.

The people who will have to pay the increase
price of gingham will naturally wonder why the
tariff was raised 110 percent to protect the Amer-
ican manufacturers from competition that does not
exist. An answer may be found in the admission
of Senator Smoot on the floor of the Senate that
the committee adopted the cotton-goods schedule,
word for word as it was prepared by ex-Senator
Lippett, of Rhode Island, one of New England's
prominent manufacturers.

The Amoskeag Manufacturing Company of
Manchester, New Hampshire, makes three gingham
in large quantities, and it is reported to own
the richest and most profitable cotton mill in
America. Published figures show that this com-
pany has increased its capital out of profits from
\$4,000,000 to \$45,000,000, and that during the
last eight years. Possibly our law makers justify
this additional tax burden upon the backs of the
people on the ground that this is another "infant"
that should be given a decent start in life.

One Washington report has it that Secretary
Weeks has been discovered walking back and forth
in his office with his head down and his hands in
his pockets, suggestive for all the world of a man
trying to commit something or other to memory.

"It is idle of course, to discuss the repudiation
of the Republican party throughout the country,"
quoth Postmaster General Work. Not denying,
however, that it will be repudiated.

As manifestation of brainstern, baseball does
not seem to be in the same class with football.

Further proof of the futility of signs is that the
Hohenhausen still signs himself "William II."

PRESS COMMENT ON THE MORNING AVALANCHE

NEW TEXAS DAILY

The Lubbock Avalanche, for years
one of the most successful semi-
weekly in the state, has ventured in-
to the daily field in keeping with the
rapid strides of its home city. Against
the liabilities of a maiden voyage
on uncharted seas, the Avalanche
publishers bring years of experience
and knowledge of their field. Which
means that Lubbock and the South
Plains will have a fair chance to
show what they can do with a daily
paper of their own.—Fort Worth
Star-Telegram.

The Lubbock Avalanche announced
last week that it is to be the
Morning Avalanche beginning Novem-
ber 1. A daily paper is a big
undertaking, but if any town the
size of Lubbock, and any man can
make it go, it will be Jim Dow and
Lubbock, Texas.—Terry County
Herald.

The city of Lubbock is to have a
daily paper after November 1, ac-
cording to announcement of the
Lubbock Avalanche. The Avalanche
has for the past several months is-
sued a semi-weekly paper. This will
be the first daily ever published on
the South Plains of Texas. The busi-
ness men of Lubbock have always
been loyal to their home paper and
it is practically assured that they
will liberally support it in daily
form. The editor, James L. Dow,
is conceded to be the most success-
ful newspaper man in this section
of the state, and there is no doubt
in the minds of those in close touch
with the situation but that the daily
Avalanche will be a go from the
start, and a paper that will be a
credit not only to Lubbock, but to
the whole South Plains. The News
will gladly welcome the Lubbock
Morning Avalanche on its exchange
table.—Lynn County News.

One cannot help but admire the
"get-up-and-go" spirit that is evi-
dent on every side in Lubbock. The
Lubbock folks are boosters for their
town and section, first, last and all
the time, and for any city to forge
ahead it is necessary that a large
portion of the citizenship boost in-
stead of knock.

Lubbock has made a great ad-
vancement in the past few years and
it is sure to make a much greater
growth within the coming years if
her citizenship are willing to put
forth the effort.

A daily paper is one of the es-
sentials and in response to a de-
mand on the part of the citizenship
the Avalanche Publishing Company
has agreed to begin the publica-
tion of a five daily paper.—Big
Spring Herald.

The Lubbock Avalanche announced
the initial appearance of the
daily Lubbock Morning Avalanche
for November 1. This will be the
third daily in the Panhandle, and
while it means that Lubbock is per-
haps anticipating on future growth
in supporting a daily, yet we are
not surprised at anything Lubbock
undertakes as a town or that Jim
Dow undertakes in the printing line
in Lubbock. If Lubbock and the
Avalanche decide that they are go-
ing to have a daily paper, they will
put it over. That is the spirit that
has built Lubbock and lifted it out
of the pioneer village status into
the small city class. Here's to the
success of the Lubbock Morning
Avalanche.—Canadian Record.

The Lubbock Avalanche is to un-
take the publication of a morning
daily newspaper beginning Novem-
ber first. The Daily Avalanche will
have our best wishes. If the Lub-
bock people support the daily in
proportion to their support of the
weekly, it will be a success. Suc-
cess, Dow, in your undertaking.—
Lockney Beacon.

LUBBOCK IS TO HAVE DAILY PAPER

For thirty years the Avalanche
has been the only newspaper in
Lubbock. It has prospered and
grown under the ownership and
management of J. L. Dow. It had
been a weekly for years, then it
was changed to a semi-weekly. It
has now been conducted as such for
a year. With the growth of that
city, it now announces that it will
be issued as a daily, with a full
morning press report. We con-
gratulate Lubbock and Editor Dow
of his latest venture.—Hall County
Herald.

November first will mark a new
era in the Lubbock Avalanche.
Some time since they saw the need
of a twice a week paper and it has
succeeded admirably. Now they will
launch a daily. We certainly wish
for them all kinds of success in the
new venture. It is going to bring
out the real civic pride of the town
and it is going to mean that the
merchants of the town put their
money in advertising back of the
venture or the editor can not carry
the whole load. As a rule news-
paper men are willing to carry the
big end of anything for a town but
it is also true that they are usually
the least able financially to carry
said load. They stay poor trying
to carry more than their share of
the town's advertising. Let us hope
the exception will be found in Lub-
bock and the advertiser will appre-
ciate the value to the town of this
new asset.—Lamesa Reporter.

According to announcement in a
recent issue of the semi-weekly Lub-
bock Avalanche, the Avalanche Pub-
lishing Company will begin issuing
a daily, to be known as The Morn-
ing Avalanche, on November 1. J.
L. Dow, editor and proprietor of the
Avalanche, was at one time in the
newspaper business at Colo-
rado. He is a veteran in the serv-
ice and his paper is easily one of
the best published in Texas.—Colo-
rado Record.

Lubbock will have a daily paper
beginning November 1. It has not

been long since the Avalanche went
from a weekly to a semi-weekly.
Editor Dow, of the Avalanche, is
equal to the occasion and will put
it over for them, as he has always
met the demands of his people hereto-
fore.—Tulia Herald.

The Lubbock Avalanche has in-
augurated a daily paper. It will re-
ceive the United Press service. Editor
Dow has made a good paper of the
Avalanche, and has served his
city well. When we see a small
daily operated in a town the size
of Lubbock we are reminded of the
old saw: "Discretion is the better
part of valor."—Plainview Herald.

The Lubbock Avalanche has an-
nounced that it will change from a
twice weekly issue to a morning
paper in the near future. Lubbock
is one of the best, if not the best,
city on the Plains, and will soon be
the metropolis. The index bespeaks
success to the Morning Avalanche.
—Childress Index.

Editor Dow announced in the
Avalanche last week, that beginning
November the first, Lubbockites can
have "ham and the Avalanche" for
breakfast every morning. To most
of the "gang" putting over a daily
paper under present conditions in
a city no larger than Lubbock, looks
like a big undertaking but they all
seem unanimously of the opinion

that if anybody can do it, Dow can.
The splendid success of the weekly
and semi-weekly is a good indica-
tion and the best we can wish for
the new publication is that they
may be as successful in its field as
its predecessors have been in this.
—Southwest Plainsman.

ANOTHER MEMBER ADDED TO THE HOUSE OF RIX

Elliott Terry, of Plainview, joined
the force at the House of Rix
here Monday morning, and will no
doubt be instrumental in maintain-
ing the popularity which that house
has enjoyed since being established
in Lubbock.

Mr. Terry is congenial, accommo-
dating and trustworthy, and we are
indeed glad to welcome him to Lub-
bock.

CRIPPLED CHILDREN TO RECEIVE FREE TREATMENT

The United Press
Oklahoma City, Oct. 30. Crip-
pled children of Oklahoma, whose
parents are unable to properly care
for them, and pay for operations,
are going to have a chance to be
treated free, according to Dr. A. R.
Lewis, State Health Commissioner.
Arrangements have been practical-
ly completed for the treatment, Dr.
Lewis said. Governor J. R. A. Rob-
ertson has agreed to issue a defi-
ciency warrant for money required
in taking care of these little infor-
tunes, according to Dr. Lewis.

See O. W. Jolly for the best grade
Auto Tops. 47-48

WHEN DREAMS COME TRUE

(F. W. W.)

It is only by means of dreams
that realities and facts are accom-
plished. The door of great things,
first visions these dreams are.
At the start they are only faint,
hazy nebulous ideas, that later de-
velop into a definite shape. The
dreamer then plans to make this
definite phantom shape a reality,
and again he starts with the small
infant steps of business, and thru
days and days and often years and
years of work, strives toward that
dream goal, until finally the vision
has become a fact.

Just so the editor of the Avalanche,
years and years ago beheld a
vision of a daily paper for Lubbock.
To have said as much then, he
would have no doubt been laughed
at, for the Avalanche struggled to
publish itself once a week. But
the editor held this dream dear to
his heart, and always ahead in the
future he saw his goal as a Daily
paper.

There were days of toil to make
the paper a weekly. Fire, "hard
times," war and drought, all com-

bated and opposed the advance of
the big dream. But each obstacle
only served to hold the editor more
firmly to his task of making his
vision come true.

Then came the semi-weekly, a
big step indeed, prophesied by many
to fail. Those who "believe too
little," as Bruce Barton says, shook
their heads dubiously, saying Lub-
bock was not ready for a two issue
a week paper. But they were wrong
and "The Dreamer" was right for
the semi-weekly went over with a
rush.

And now, the dream has come
true. Lubbock has a daily paper,
"The Morning Avalanche." The
editor wishes to thank Lubbock for
its hearty co-operation and help in
the realization of the dream. He
recognizes the part that the town
has at all times contributed, en-
thusiastic and loyal support, and
without this he could not have
reached his goal. And now he asks
for your further support in making
the Morning Avalanche the paper
of the Plains.

Value Means Volume!

WE'RE GIVING THE VALUE

WE'RE GETTING THE

BUSINESS

When we announced about three weeks ago the opening
of this exclusive SHOE STORE, we didn't know there were
so many men, women and children in Lubbock and vicinity
who wanted good shoes at popular prices.

THE response was tremendous.

THE local public has taken to our new policy of selling
SHOES and HOSIERY and proves conclusively that ours
marks the beginning of a new shoe era in this city and sur-
rounding country.

WE handle shoes and hosiery exclusively. SHOES for
the whole family. WE devote all our time, experience and
energy to one business, so when you think of your shoe needs,
we feel that we deserve your shoe consideration.

GET acquainted with our shoes. COMPARISON of
prices in the newspapers, mean nothing, unless you can see
for yourself the shoes and the values. TAKE a look at our
WINDOWS—they tell part of the story.

Yager Shoe Co

SHOES and HOSIERY

Located in Old Hunt Grocery Stand by Western Union
Telegraph Office.